

**Alimentaria**  
**Barcelona, Spain**  
**March 10-14, 2008**  
**Registration Deadline: January 2008**

Alimentaria is the most important food show in Spain, and the 2008 edition will likely rank among the three most important in Europe. In 2006, the last time Alimentaria was held in Barcelona, 4,148 exhibitors came from every corner of the world to show their products to over 152,000 professional buyers, nearly a third from outside of Spain.

Suitable products range from primary ingredients like **sunflower seeds, beans, lentils, and spices**, to consumer-ready products such as **butter and chocolate**.

Make your visit as productive and trouble-free as possible. As an exhibitor in the USA Pavilion, you will receive assistance with the importation of your samples, help determining the floor space you need to show your products, access to a business lounge where you can further develop export prospects, assistance with translation, and help with any other needs.

For more information about the show, see [Alimentaria](#). For more information about the USA Pavilion, and to register, see [USA Pavilion](#) or contact Sharon Cook via email, [Sharon.cook@usda.gov](mailto:Sharon.cook@usda.gov), or by phone at (202) 720-3425.

# Alimentaria'08

Salón internacional de la alimentación y bebidas  
International food and beverages exhibition

Barcelona 10-14 Marzo, March

Alimentaria Exhibitions

FIRA DE BARCELONA & REED EXHIBITIONS JOINT VENTURE

www.alimentaria-bcn.com

## USA Pavilion at Alimentaria 2008



United States  
Department of  
Agriculture

The USA Pavilion at Alimentaria 2008 is endorsed by the United States Department of Agriculture-Foreign Agricultural Service. It is an easy, effective and efficient way to exhibit!

With a very successful 2006 event, backed with attendance of 33,000 buyers from 155 different countries and 1,500 international exhibitors, 2008 is sure to bring you everything and anything going on in the international food business, distribution channels and in the field of consumer preferences.



### Quick Facts

<b>Exhibitor Profile:</b>	Manufacturers, producers, distributors, import & export companies
<b>Visitor Profile:</b>	Purchasing managers, distribution groups, retailers, wholesalers, hotel and restaurant owners, grocery, delicatessen, specialized food, pharmacies, nutritionists, sommeliers
<b>Organizer:</b>	Alimentaria Exhibitions, S.A.
<b>Institutional Endorsement:</b>	ICEX (Spanish Foreign Trade Institute), MAPA (Ministry of Agriculture), Generalitat de Catalunya (Catalan Government)
<b>Supported by:</b>	FIAB (Spanish Federation of Food and Beverages Industries), AECOC (Spanish Association of Codification and Commercialization)
<b>Show Features:</b>	Show exclusively professional, the leading food exhibition in Spain and one of the most important worldwide

### Event Statistics

### Alimentaria '06

Total Exhibitors	4.148
International Exhibiting Companies	1.102
Total Visitor Attendance	152.344
Foreign Visitors	32.892
Sq. Meters Occupied (net)	109.429m <sup>2</sup>
Sq. Meters (gross)	264.000m <sup>2</sup>

### Exclusive Services & Amenities for USA Pavilion Participants

- Professional guidance and total logistical coordination from Reed Exhibitions in the United States and on-site in Barcelona
- Marketing support services from the USDA/Office of Agricultural Affairs in Madrid
- USA Business Lounge with Internet access
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor

### USA Pavilion Booth Space Package Costs:

9 sqm booth: \$4,850 - 12 sqm booth: \$5,900 - 15 sqm booth: \$6,900

### Included in USA Pavilion Booth Packages:

- Wall panels
- Fascia name board
- Carpeting
- 1 Table with 2 chairs
- 1 Lockable cabinet
- 3 Shelves (approx 1m long)
- 1 Lockable display counter with 1 stool
- 1 Electrical outlet (220 Volt, 13 amp, including consumption)
- 2 Halogen spotlights
- Wastepaper basket
- Daily booth cleaning
- Exhibitor passes (as needed)
- An entry in the official show directory
- An entry in USA Pavilion Directory

Furniture quantities double with booth space purchase of 18 sqm or more



Please complete and fax to Mike Luca at 203 840 9875.

If you have any questions or would like more details, please contact Mike at 203 840 5875 or mluca@reedexpo.com

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Terms and Conditions: Notice of Product Origin: All firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51 percent SKU count) that are of US origin. A product is determined to be of US origin if it is comprised of at least 51 percent US origin content, by volume or by value, exclusive of added water. No US exhibitor booth should be left unattended during the show.**

Reed Exhibitions  
International Sales Group